

## ORDER



KLAS

**Orders**  
 Order / Rev: 37654  
 Alt Order #: 08887100  
 Product Desc: Issue  
 Estimate: 1789  
 Flight Dates: 10/23/12 - 10/29/12  
 Original Oate / Rev: 10/19/12 / 10/19/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

**Agency**  
 Name: Mundy Katowitz Media  
 Buying Contact:  
 Billing Contact:  
 1322 G Street SE  
 Washington, DC 20003

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: Priorities USA Action  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/28/12 | 10      | \$40,800.00  | \$34,680.00 |
| 10/29/12   | 10/29/12 | 2       | \$8,000.00   | \$6,800.00  |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 10        | \$40,800.00        | \$34,680.00        | 0.00        |
| November 2012 | 2         | \$8,000.00         | \$6,800.00         | 0.00        |
| <b>Totals</b> | <b>12</b> | <b>\$48,800.00</b> | <b>\$41,480.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones        |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KLAS        | 30%   | \$48,800.00  |
| Market      | 100%  | \$162,666.67 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KTNV              | 25%   | \$40,666.67 |
| KTUD              | 0%    | \$0.00      |
| KVBC              | 0%    | \$0.00      |
| KVVU              | 5%    | \$8,133.33  |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |

| Ln    | Ch | Start             | End             | Inventory Code                                       | Break | Start/End Time                | Days    | Len  | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|-------|----|-------------------|-----------------|--|-------|-------------------------------|---------|------|-------------------|-------------|-----|---------------|------|-------|----------|
| E 1   | 8  | 10/24/12          | 10/24/12        | 137-237a M-F Elec Plyg@M<br>Electric Playground / ET | CM    | 137-237a<br>(1:37 XM-2:37 XM) | --W---- | 1:00 | 1                 | \$400.00    | LV1 | 0.00          | NM   | 1     | \$400.00 |
| TBO   |    |                   |                 |  |       |                               |         |      |                   |             |     |               |      |       |          |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                               |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |    | 10/22/12          | 10/28/12        | --W----  |       |                               |         |      | 1                 | \$400.00    |     | 0.00          |      |       |          |
| E 2   | 8  | 10/25/12          | 10/25/12        |  | CM    | 137-237a                      | ---T--- | 1:00 | 1                 | \$400.00    | LV1 | 0.00          | NM   | 1     | \$400.00 |

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Flight Dates: 10/23/12 - 10/29/12

Advertiser: Priorities USA Action  
Product Desc: Issue  
Estimate: 1789

KLAS

| Ln                    | Ch | Start             | End             | Inventory Code           | Break | Start/End Time Days | Len  | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|-----------------------|----|-------------------|-----------------|--------------------------|-------|---------------------|------|-------------------|-------------|-----|---------------|--------|-------|-------------|
|                       |    |                   |                 | 137-237a M-F Elec Plygr  |       |                     |      |                   |             |     |               |        |       |             |
|                       |    |                   |                 | Electric Playground / ET |       | (1:37 XM-2:37 XM)   |      |                   |             |     |               |        |       |             |
| TBD                   |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | ---T---                  |       |                     |      | 1                 | \$400.00    |     | 0.00          |        |       |             |
| E 3                   | 8  | 10/28/12          | 10/28/12        | CBS News Sunday Morn     | CM    | CBS Sunday Morn     | 1:00 | 1                 | \$8,000.00  | LV1 | 0.00          | NM     | 1     | \$8,000.00  |
|                       |    |                   |                 | CBS News Sunday Morning  |       |                     |      |                   |             |     |               |        |       |             |
| SUNDAY MRN-CBS        |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | -----S                   |       |                     |      | 1                 | \$8,000.00  |     | 0.00          |        |       |             |
| E 4                   | 8  | 10/24/12          | 10/24/12        | 8 News Now 4p M-F        | CM    | 4-5p                | 1:00 | 1                 | \$5,000.00  | LV1 | 0.00          | NM     | 1     | \$5,000.00  |
|                       |    |                   |                 | 8 News Now 4p M-F        |       |                     |      |                   |             |     |               |        |       |             |
| 8-NOW 4PM/8-NOW 430PM |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | --W----                  |       |                     |      | 1                 | \$5,000.00  |     | 0.00          |        |       |             |
| E 5                   | 8  | 10/23/12          | 10/23/12        | 8 News Now Noon M-F      | CM    | 12-1230p            | 1:00 | 1                 | \$4,000.00  | LV1 | 0.00          | NM     | 1     | \$4,000.00  |
|                       |    |                   |                 | 8 News Now Noon M-F      |       |                     |      |                   |             |     |               |        |       |             |
| 8-NOW NOON            |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | -T-----                  |       |                     |      | 1                 | \$4,000.00  |     | 0.00          |        |       |             |
| E 6                   | 8  | 10/23/12          | 10/23/12        | Live w/Kelly             | CM    | 9-10a               | 1:00 | 1                 | \$4,000.00  | LV1 | 0.00          | NM     | 1     | \$4,000.00  |
|                       |    |                   |                 | Live w/Kelly             |       |                     |      |                   |             |     |               |        |       |             |
| LIVE WITH KELLY       |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | -T-----                  |       |                     |      | 1                 | \$4,000.00  |     | 0.00          |        |       |             |
| E 7                   | 8  | 10/29/12          | 10/29/12        | Live w/Kelly             | CM    | 9-10a               | 1:00 | 1                 | \$4,000.00  | LV1 | 0.00          | NM     | 1     | \$4,000.00  |
|                       |    |                   |                 | Live w/Kelly             |       |                     |      |                   |             |     |               |        |       |             |
| LIVE WITH KELLY       |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/29/12          | 11/04/12        | M-----                   |       |                     |      | 1                 | \$4,000.00  |     | 0.00          |        |       |             |
| E 8                   | 8  | 10/27/12          | 10/27/12        | 8 News Now Sat 11p       | CM    | 11-1135p            | 1:00 | 1                 | \$5,000.00  | LV1 | 0.00          | NM     | 1     | \$5,000.00  |
|                       |    |                   |                 | 8 News Now Sat 11p       |       |                     |      |                   |             |     |               |        |       |             |
| NEWS                  |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | -----S-                  |       |                     |      | 1                 | \$5,000.00  |     | 0.00          |        |       |             |
| E 9                   | 8  | 10/24/12          | 10/24/12        | Letterman                | CM    | 1135p-1237a         | 1:00 | 1                 | \$4,000.00  | LV1 | 0.00          | NM     | 1     | \$4,000.00  |
|                       |    |                   |                 | Letterman                |       |                     |      |                   |             |     |               |        |       |             |
| D LETTRMAN-CBS<       |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | --W----                  |       |                     |      | 1                 | \$4,000.00  |     | 0.00          |        |       |             |
| E 10                  | 8  | 10/29/12          | 10/29/12        | Letterman                | CM    | 1135p-1237a         | 1:00 | 1                 | \$4,000.00  | LV1 | 0.00          | NM     | 1     | \$4,000.00  |
|                       |    |                   |                 | Letterman                |       |                     |      |                   |             |     |               |        |       |             |
| D LETTRMAN-CBS<       |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/29/12          | 11/04/12        | M-----                   |       |                     |      | 1                 | \$4,000.00  |     | 0.00          |        |       |             |
| E 11                  | 8  | 10/23/12          | 10/23/12        | Ellen                    | CM    | 3-4p                | 1:00 | 1                 | \$5,000.00  | LV1 | 0.00          | NM     | 1     | \$5,000.00  |
|                       |    |                   |                 | Ellen                    |       |                     |      |                   |             |     |               |        |       |             |
| ELLEN                 |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | -T-----                  |       |                     |      | 1                 | \$5,000.00  |     | 0.00          |        |       |             |
| E 12                  | 8  | 10/26/12          | 10/26/12        | Ellen                    | CM    | 3-4p                | 1:00 | 1                 | \$5,000.00  | LV1 | 0.00          | NM     | 1     | \$5,000.00  |
|                       |    |                   |                 | Ellen                    |       |                     |      |                   |             |     |               |        |       |             |
| ELLEN                 |    |                   |                 |                          |       |                     |      |                   |             |     |               |        |       |             |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                     |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                 |    | 10/22/12          | 10/28/12        | ----F--                  |       |                     |      | 1                 | \$5,000.00  |     | 0.00          |        |       |             |
|                       |    |                   |                 |                          |       |                     |      |                   |             |     |               | Totals | 12    | \$48,800.00 |